## ABSTRACT

System Recommendation or Recommender System, aims to assist users by providing recommendations to users when faced with a large amount of information. Recommendations provided are expected to help users in the decisionmaking process, such as what books will be read. With the right recommendations, the user will have an additional preference when looking for books. In this Final Project, the author uses Tags and Latent Factors which is an additional algorithm on Matrix Factorization method that helps recommendation system in improving prediction accuracy so as to guess the interest of user and provide recommendations. Tags serves as a bridge that allows the user to better understand the unknown relationship between the item and the user itself, while latent factors aims to form similarities between users and items where this similarity is between interested users or likes the same item. In this final project will be tested where from the test results will be the parameter of clarity or not a system using Mean Absolute Error (MAE). Given 3 pieces using 3 types and the amount of different data and the results of 3 final test results with values of each 0.41, 0.38, and 0.38 where 3 things have a difference that is not too large. And it can be concluded Tags and Latent Factors can be used to provide recommendations on books.

Keyword: Recommender System, Matrix Factorization, Tags and Latent Factors